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SIPDIS

STATE FOR IIP/G/AF (TJDOWLING AND EYORK)

STATE FOR AF/PD (PEHRNMAN AND CDALTON) AND AF/S
(HTREGER)

STATE FOR S/GAC (ABLACK AND KRAPPOSELLI)

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TAGS: [OIIP](#) [OEXC](#) [SCUL](#) [KPAO](#) [WZ](#) [HIV](#) [AIDS](#) [PEPFAR](#)

SUBJECT: RESULTS REPORT: IIP SPEAKER ANDREW PETKUN
IGNITES DISCUSSION ON HIV/AIDS

1.Summary: Andrew Petkun, HIV/AIDS activist and photojournalist spent a productive two weeks in Mozambique lecturing and showing his photographs of people living with HIV/AIDS to students and journalists. Through this technique of showing people the human face of the disease, he carried HIV/AIDS prevention messages, as well as helped reduce the stigma of the disease. End Summary.

2.Name of Speaker and Dates of Program: HIV/AIDS Activist, Andrew Petkun, February 22 - March 4, 2005.

3.Summary of Topic, Venue and Audiences Addressed:
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Petkun was programmed as an HIV/AIDS prevention speaker in support of the MPP Global Health goals. Petkun had a busy programming schedule during his trip to Mozambique. His primary audiences were journalists and students, though time was also carved out for him to tour orphanages, clinics and hospitals, and for him to take pictures or to address these groups, as appropriate. Highlights included presentations to: (i) over 100 journalism students at the national school of journalism; (ii) over 100 medical students at Catholic University in Beira, Mozambique's second largest city and home to some of the highest infection rates in the country; (iii) students at the newly christened Martin Luther King, Jr. High School in Matola, outside of the capital city; (iv) journalism associations in Maputo, Beira and Chimoio; (v) police in Maputo; and (vi) a public audience on his final day that included National HIV/AIDS Coordinator, Joana Mangueira.

4.Audience Size: During his trip, Petkun directly addressed a total audience ranging from 750-1000 people, though through media exposure, his messages reached tens of thousands more.

5.Effectiveness of Speaker in Communicating Intended Messages to Target Audiences: Outstanding. Though billed as a photojournalist, Petkun uses his photographs as a tool to become a powerful HIV/AIDS activist. The use of his photographs clearly struck home with Mozambican audiences around the country and served to underscore his message that "no single act of pleasure" is worth the pain and suffering HIV/AIDS can cause. While Petkun does not have a medical or public health background, his layman's evangelical approach combined with the visual imagery of people living with the disease is an effective prevention device.

6.Quality of IIP Support: Good. The only comment post has is that the transmittal of the final travel schedule for Petkun to post was somewhat delayed, causing similar delays in the confirmation of his program in country. Otherwise, communication was excellent throughout the process.

7.Immediate Results/Impact: As demonstrated by the high level of the media coverage described below, Petkun's visit stirred a national debate about HIV/AIDS. The fact that Petkun was in the country for two weeks allowed for travel along the Beira Corridor, home to the highest infection rates in the country, as well as heavy saturation with media outlets across the Southern and Central parts of the country. Exceptionally notable were his presentations to journalism and medical university students. Both presentations were well received and were made to audiences that are important to the continuing fight against HIV/AIDS. Both presentations were extended well past the original allotted time due to the number of questions the presentations provoked. After the initial media coverage, a scheduled visit to a USG-funded project was canceled by the project participants because of the photographs shown on television. After negotiations between the Embassy, CDC and the project, Petkun was allowed to visit the site with the caveat that no photographs were to be

taken. While this example illuminates some of the work that still needs to be accomplished to engender leadership on HIV/AIDS in Mozambique, Petkun himself noted during his trip that Mozambicans seemed much more open to discussing the disease and its consequences than he had been led to believe, and in fact, much more so than many other countries he had visited.

Also notable was his final presentation, which included students, media, private and public sector participants. Petkun challenged the government of Mozambique, including the newly elected president, to use its moral authority to combat the epidemic. Joana Manguera, the National HIV/AIDS coordinator, was in the audience. She was clearly moved by the presentation and gave a lengthy monologue during the debate afterwards, indicating that Mozambique needs to find similar innovative ways to convey the prevention message to its citizens. She asked for Embassy support in continuing Petkun's effort and in making it sustainable.

As a side note, the smiles on the faces of orphans in Beira when Petkun shared cookies his daughter had baked and the applause that erupted from journalism students when Petkun announced that the U.S. Embassy would be providing pizza at the end of the presentation demonstrated that public diplomacy often relies on thoughtfulness as an inexpensive alternative to other means.

To date, Petkun's visit has had a continuing impact. Quotations from his final presentation scrolled at the bottom of the screen a week after he departed during the showing of "Let's Break the Silence", a popular national television show dealing with HIV/AIDS topics which airs on TVM, the state-run channel.

18. Press placement: Petkun's visit received outstanding media coverage by television, radio and print outlets, as summarized below:

Television: Petkun was interviewed by four television stations on his initial day, including: TVM (national coverage up to 2,000,000 people); RTP-Africa (international coverage primarily to lusophone countries); STV (Maputo coverage up to 1,000,000 people); and TV Miramar (Maputo coverage up to 1,000,000).

Additionally, footage and interviews from Petkun's final presentation aired on the popular Saturday afternoon show "Let's Break the Silence" the day after his departure, and the same show featured quotations by Petkun the following week scrolling at the bottom of the screen throughout the broadcast.

Radio: Petkun appeared on radio interviews four times, including twice on Radio Mozambique on both its English and Portuguese language broadcasts. He was also interviewed on community radio stations in Beira (up to 500,000 people) and Chimoio (up to 300,000).

Print: In total, ten articles appeared about Petkun in the Mozambican print media.

Four of those articles appeared in the state-run daily, Noticias (nationwide circulation of 25,000, readership of 250,000). The most provocative of those pieces was a March 4 editorial entitled "Sex: The Only Pleasure for the Poor?" in response to the lecture Petkun gave to journalists in Chimoio. Excerpts from that article include:

"Andrew Petkun showed himself to be a profound expert of the African mentality on HIV/AIDS. As an American, Petkun better knows our weak points on this issue . . . based on our cultural habits and their relationship with poverty, ignorance and sexuality. He was, without a doubt, one of the best at conveying a large amount of knowledge to his audience as to how we must behave as a people and as a nation in the prevention and fight against this pandemic."

"It was an interesting lecture, and I think it will help us change our mentality. All of us have already heard of the illness, but, unfortunately, we still continue to insist upon risky behaviors. Polygamy, sexual abuse of minors, multiple partners, unprotected sex, and alcoholism are some of the practices that lead to the disease and must therefore be prevented."

On March 2, the weekly Embondeiro (circulation of 10,000, readership of 50,000) stated that "[t]he American photojournalist took the discussion of death beyond his black and white pictures. He also spoke about the drama of AIDS to journalists at the Mozambican Photography Association and passed them the responsibility of spreading the work regarding HIV/AIDS deaths."

Also on March 2, the daily Beira paper, Diaro de Mozambique (circulation of 10,000, readership of 50,000), ran an article regarding the necessity of confidentiality during HIV/AIDS testing, quoting

Petkun as saying, "[h]ealth professionals who cannot maintain confidentiality when dealing with HIV/AIDS issues must be dismissed because it is a crime to disclose to strangers the HIV status of people who are tested."

19. Comment: By any standard, Petkun's two weeks in Mozambique were enormously successful, and the focus on journalists and students proved highly beneficial. Through the student audiences, Petkun impacted the attitudes of hundreds of future leaders regarding the HIV/AIDS crisis. Through the journalists, Petkun was able to spread much needed prevention and reduction of stigma messages to tens of thousands of Mozambicans. End Comment.
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